

# WINNIPEG ELECTRIC COMPANY

AND

## ITS EMPLOYEES

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### Facts and Figures For Your Information

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#### STRAIGHTENING OUT THE RECORD

From time to time claims are made in the publicity and advertising of the City Hydro Electric System such as:

#### **"The Hydro Is Yours—Use It"**

"The reduction in rates (from 20 cents a kilowatt hour for lighting to 3 1/3 cents—and an average domestic rate of less than one cent) has been brought about through the introduction of City Hydro's service at cost policy."

The City Hydro answered its own claim that "The Hydro Is Yours—Use It" recently in a report in which it stated, "Actually the citizens have never invested one cent in the Hydro except through bonds issued, which means that the bondholders are the actual investors and they have been paid their interest consistently since the inception of the utility." This is quite true and puts the City Hydro in a comparable position with Winnipeg Electric Company, which has been financed by its bondholders and shareholders since its inception.

Winnipeg Electric Company goes after business on the basis of the service it gives and does not have to rely on catch-phrases such as "The Hydro Is Yours—Use It."

Now on the question of reduced rates. In 1903, long before any other group had the courage or knowledge to pioneer the development of a hydro-electric supply for Winnipeg, men associated with Winnipeg Electric Company obtained the necessary finances, gathered together expert engineers, took their courage in both hands and started to build the Pinawa plant, and said when it was finished rates would be reduced. At that time electricity was being produced from a small and inefficient steam plant in Winnipeg, using coal as fuel. It cost 20 cents per kilowatt hour.

When Winnipeg Electric Company in 1906 first brought in electricity from Pinawa, rates were immediately reduced as promised, and have subsequently been still further reduced until they reached the present low rates.

The City Hydro first brought electricity to Winnipeg in 1911.

The facts speak for themselves and completely shatter the City Hydro's claim of being the only agency for bringing about reduced rates.

## THEY WORKED SAFELY AND WON

There is no other organization in Winnipeg whose employees do more to prevent accidents affecting either themselves or the general public than those of Winnipeg Electric Company.

The excellent record for safety of the men on our street cars and buses is very much appreciated by the general public.

We have another group of men who are fast coming to the front as safety enthusiasts—our automobile and truck drivers. Any person who thinks that our truck drivers are reckless drivers will find he is wrong if he looks over our records.

We hold a competition each three months for these automobile and truck drivers, and the winners for the three months ended September 30 were Messrs. R. A. Anderson, W. Anderson, Guthrie, Hawes, Hunt, Lindquist, Manson, Millar, Nelson, Nordal, Norman, Parkes, Pember, F. A. Smith, Wallis, Williamson, Woodman and Yeo.

These men drove their vehicles 40,843 miles during the three-months period without having one chargeable accident. Good work, men! You will have to watch out for this three months, though—the other teams are right on your trail.

## LET'S HELP OURSELVES

We never forget that Winnipeg Electric employees are one big family and, like any other happy family, there are many ways in which we can help ourselves.

The wages of every employee come out of the money the Company takes in from its customers. The more money we take in the more people we can give employment to and the happier we all will be.

That leads one to suggest that it is good business for you and good business for me and every other employee to get as much business as possible for our own family. There are many ways this can be done. For instance:

1. We can buy our own coke, Winneco Coke—there is none better and it is made by our own fellow employees. We also get a discount of \$1.00 per ton on what we buy. We can encourage other people to buy it, too.

2. The Christmas season is near at hand. Our fellow employee, Tony Mahon, has all kinds of electrical gifts in our Power Building appliance

showrooms ranging in price from a few cents up to many dollars. We can buy at least some of our Christmas gifts through him and get that 15% discount on purchases up to \$25 in value and 10% on anything over \$25. We can help our family, too, by persuading our friends to buy their Christmas gifts from Tony. Tell Mr. Mahon of any prospective buyers you know of. Certain commissions are paid to employees.

3. Perhaps your gas range is old-fashioned and you need one of those beautiful modern ones now on sale. Perhaps you have a friend who is going to buy a new range. Tony has just the kind of range for any taste or requirement.



### **TROLLEY BUSES**

We feel sure that employees and their families will take pride in the latest proof of Winnipeg Electric Company's desire to give the very best service possible, namely the operation of Trolley Buses. Only one other city in Canada—Montreal—has recently installed this type of equipment as an experiment.

The Trolley Buses go into service on the Sargent Avenue route on November 21 and we confidently anticipate that they will be an instantaneous as well as a permanent success.

These buses will be described in detail in the December 1st Public Service News, a description you will no doubt read with interest.



### **WHICH EMPLOYEES WILL GET THAT \$100?**

In the October 15th issue of this Bulletin we offered prizes of \$50, \$15 and seven prizes of \$5 each to employees submitting the nine best suggestions for a company slogan. The time limit for sending in suggestions was November 15. Apparently the time was too short as we have had a number of requests for more time. We are, therefore, extending the time for suggested slogans to be received to December 15.


You will remember that in announcing the competition we stated:

"Our Company uses various slogans in connection with its business. For instance, we have the slogan 'Power Promotes Progress' on some of our sub-station buildings. The Gas Department uses 'Most Heat Per Dollar' in advertising the coke it produces. The Company also uses a general slogan, 'Promoters of Progress and Prosperity.'

"A business institution such as our Company is always looking for something better and, consequently, we are looking for a new and better slogan which will cover the Company's activities as a whole.



"This Competition is confined to employees of the Company and an employee may send in as many slogans as he or she desires, but only one prize will be awarded to any one employee."




## NOVELTY LAMPS NOW ON DISPLAY

You'll thrill at the many smart creations awaiting your inspection in our Power Building lamp salon. There you will find lamps that have been selected with exacting care from the lamp centres of the world. Lamps of classic, modern and novel designs which will aid in beautifying and adding to the attractiveness and coziness of your home. Trilites, radio, boudoir, table and novelty lamps take on new attractive appearances in their 1938-39 season attire. New metal finishes help considerably to accomplish this. Shades of silk in beautiful pastel hues, homespun in numerous color design combinations, make possible your selection of just the shade you desire to fit in your home.

The novelty lamps displayed are making their initial debut to the Winnipeg public and are well worth coming in to see. They represent an entirely new styling in lamps of this type. You'll be delightfully surprised at the low prices and the novel uses of metals, marbles, onyx, woods and crystal in this season's lamps.

The illumination of the modern home may now be accomplished for beauty and efficiency with a minimum expenditure and a maximum of satisfaction by selecting lamps from our Power Building lamp salon.



## WINNECO COKE

Neither vinegar nor olive oil, alone, makes a palatable salad dressing, but properly mixed, with the right seasoning, the result is delicious. So it is with coal for making Domestic Coke. Our new process combines the hard structure and extremely low ash of one Canadian Coal with the free burning, low ignition temperature, and clinker-resisting characteristics of a second Canadian Coal, the mixture seasoned with our High Temperature Coking process to produce an ideal Domestic Fuel. It is just as efficient in mild Fall and Spring weather as it is during the severe cold. Just heap your firepot full of WINNECO COKE, and regulate the draft for the heat you desire.

*Edward Anderson*

President